

# Baby Food Packaging in Saudi Arabia

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## Abstracts

Since the pandemic, retail unit volumes of baby food packaging have consistently declined. During the pandemic, mothers – particularly working mothers – had greater time to spend at home looking after their children, and this left them with more time to breastfeed. In 2022, after the restrictions of the pandemic were withdrawn, volume sales continued to suffer as the Saudi government continued to promote breastfeeding as opposed to using milk formula, even imposing bans on the promotion of milk...

Euromonitor International's Baby Food Packaging in Saudi Arabia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Baby Food Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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February 2024

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Aluminium/plastic pouches gain share in prepared baby food  
Smaller pack sizes are more popular in milk formula

### **PROSPECTS AND OPPORTUNITIES**

Increase in women in the workforce to boost baby food packaging volumes  
Folding cartons expected to gain share in dried baby food

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